WHAT IS CLAIMED IS:

1. A method for treating a fabric article in need of treatment comprising the step of exposing the fabric article with a specific fabric care active-containing composition comprising more than about 50% by weight of the composition of a lipophilic fluid and a specific fabric care active, such that the fabric article is treated, wherein the fabric care active is selected from the group consisting of amino-containing softening agents, non-amino-containing softening agents, wrinkle reducing and/or removing agents, fiber repair agents, perfume release and/or delivery agents, shape retention agents, fabric and/or soil targeting agents, antibacterial agents, hygiene agents, irritant reducing agents, anti-discoloring agents, hydrophobic finishing agents, and mixtures thereof.

2. A method according to Claim 1 wherein composition further comprises a polar phase.

3. A method according to Claim 2 wherein said polar phase comprises water.

4. A method according to Claim 2 wherein said polar phase comprises from about 0.1% to about 5% by weight of composition of water.

5. A method according to Claim 2 wherein said polar phase comprises alcohol.

6. The method according to Claim 1 wherein the lipophilic fluid comprises a linear siloxane, a cyclic siloxane and mixtures thereof.

7. The method according to Claim 1 wherein said lipophilic fluid comprises a lipophilic fluid selected from the group consisting of octamethylcyclotetrasiloxane, decamethylcyclopentasiloxane, dodecamethylcyclohexasiloxane, and mixtures thereof.

8. The method according to Claim 1 wherein said lipophilic fluid comprises decamethylcyclopentasiloxane.

9. The method according to Claim 1 wherein said lipophilic fluid comprises decamethylcyclopentasiloxane and is substantially free of octamethylcyclotetrasiloxane.

10. A method according to Claim 1 comprising the additional step of exposing said fabric article to an emulsifier.

11. A method according to Claim 1 wherein the method occurs at less than about 80° C.

12. A method according to Claim 2 wherein the method occurs at less than about 80° C.

13. A method according to Claim 1 wherein said fabric is also exposed to adjunct ingredients selected from the group consisting of anti-crocking agents, soil release polymers, sunscreen agents, anti-fade agents, builders, chelants, sudsing agents, composition malodor control agents, composition coloring agents, pH buffers, soil repellency agents, and mixtures thereof.

14. A fabric treating composition comprising more than about 50% by weight of the composition of a lipophilic fluid and a specific fabric care active, wherein the fabric care active is selected from the group consisting of amino-containing softening agents, non-amino-containing softening agents, wrinkle reducing and/or removing agents, fiber repair agents, perfume release and/or delivery agents, shape retention agents, fabric and/or soil targeting agents, antibacterial agents, hygiene agents, irritant reducing agents, anti-discoloring agents, hydrophobic finishing agents, and mixtures thereof.

15. The composition according to Claim 14 wherein said composition further comprises a polar phase.

16. The composition according to Claim 15 wherein said polar phase comprises water.

17. The composition according to Claim 15 wherein said polar phase comprises from about 0.1% to about 5% by weight of composition of water.

18. The composition according to Claim 15 wherein said polar phase comprises alcohol.

19. The composition according to Claim 14 wherein said lipophilic fluid comprises a linear siloxane, a cyclic siloxane, or mixtures thereof.

20. The composition according to Claim 14 wherein said lipophilic fluid comprises a lipophilic fluid selected from the group consisting of octamethylcyclotetrasiloxane, decamethylcyclopentasiloxane, dodecamethylcyclohexasiloxane, and mixtures thereof.

21. The composition according to Claim 14 wherein said lipophilic fluid comprises decamethylcyclopentasiloxane.

22. The composition according to Claim 14 wherein said lipophilic fluid comprises decamethylcyclopentasiloxane and is substantially free of octamethylcyclotetrasiloxane.

23. The composition according to Claim 14 further comprising adjunct ingredients selected from the group consisting of anti-crocking agents, soil release polymers, sunscreen agents, anti-fade agents, builders, chelants, sudsing agents, composition malodor control agents, composition coloring agents, pH buffers, soil repellency agents, and mixtures thereof.